

WHAT IS CLAIMED AS NEW AND IS DESIRED TO BE SECURED BY  
LETTERS PATENT OF THE UNITED STATES IS:

1. A method of displaying an advertisement within a particular electronic content, comprising steps of:  
    identifying said particular electronic content;  
    receiving said advertisement to be inserted within said particular electronic content;  
    inserting said advertisement into said particular electronic content, said particular electronic content now including said advertisement; and  
    preparing said content including said advertisement for display.